



TRAVEL PRINTOUT

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Weekend Travel: America's Growing Trend

In the late 1980s, there has been a growing trend towards shorter trips and more weekend travel. More than 55 percent of all vacation trips taken in 1989 lasted three nights or less and nearly half were taken over a weekend, according to the Data Center's *Weekend Travel: America's Growing Trend*.

Over the past six years there has been a distinct upward trend in the number of weekend vacation trips. From 1984 to 1989, weekend vacations climbed 28 percent, increasing in value and importance to the total travel market.

Weekend travel is defined as trips lasting one to five nights, including a stay over a Saturday night, while weekend vacation travel is defined as weekend trips which were also considered to be a vacation trip by the respondent.

Some industry analysts have suggested that the trend towards shorter vacation trips is at the expense of longer trips. The Data Center's National Travel Survey shows that vacation trips of 10 nights or more have fluctuated only slightly since 1980.

While the volume of longer trips does not show any dramatic change over time, daytrips and trips of two to three nights have displayed growth in recent years. Data indicate that the increase in daytrips and short trips are accounting for the moderate growth in vacation travel seen in recent years.

Young people and married couples with no children are the demographic groups taking the most leisure weekend trips. More than 68 percent of all weekend leisure trips were taken by Americans under the age of 45 in 1987. More than one-half (55 percent) were taken by married couples and 29 percent by married couples without children.

Late baby boomers (25-34 years old) comprised 23 percent of all households, yet they took 30 percent of all leisure weekend trips in 1987.

Why has weekend travel become such a growing trend in recent years? Some of the reasons may include the

limited availability of leisure time, stress, the growing number of dual-career couples, the decline in households with children and other social and demographic factors that have affected the travel industry.

Industry experts have suggested that with more women in the workforce, many couples face a time crunch and scheduling conflicts, which make it difficult to take the traditional two-week vacation.

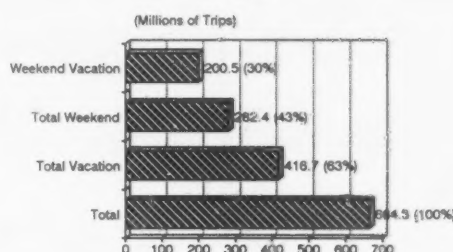
From 1980 to 1986, the number of married women who were employed increased 13 percent and the number of women working full-time increased 16 percent. These trends suggest that scheduling conflicts over vacation time may occur more often now than in the past.

Other statistics from the report include:

- Summer and fall were the most popular seasons for weekend travel in 1989.
- "Getting away from it all" was the most frequently cited reason for taking weekend trips.
- In 1989, 44 percent of weekend vacation trips involved a stay at a hotel, while nearly half involved a stay at friends and relatives' homes.
- Well over half of all 1989 weekend vacation trips consisted of round-trip distances of less than 500 miles.
- The South Atlantic census region stood out as the most popular destination for weekend vacation trips in 1989. Exactly one-half of all weekend vacation trips were taken to a single destination while 40 percent involved two overnight destinations.
- Most weekend vacation trips were taken without other members of the traveler's household or with just one other household member.

The Weekend Travel Report can be purchased for \$35. (*Data Center members will be receiving a complimentary copy.*) For more information contact Julie Bowers at (202) 293-1040.

Size of the Weekend Vacation Market
1989



Source: U.S. Travel Data Center's National Travel Survey

Higher Transportation Fares Increase Cost of April Travel

Increases in transportation and entertainment prices contributed significantly to the rise in the overall cost of travel in the United States in April. According to the Data Center's latest Travel Price Index (TPI), the cost of travel rose 0.2 percent in April over the prior month.

The TPI, which measures seasonally unadjusted changes in the cost of travel in the U.S., grew to 133.1 (1982 - 84 = 100) during April.

For comparison, the overall cost of all goods and services Americans purchase, as measured by the Consumer Price Index (CPI), rose 0.2 percent to 128.9.

Travel Price Index and Components

April 1990	Monthly % Change March 1990 to April 1990	Annual % Change April 1989 to April 1990
TPI Components		
Transportation	1.7	4.2
Airline Fares	1.3	11.5
Other Intercity Trans.	0.9	2.1
Intracity Public Trans.	0.0	6.4
Motor Fuel	2.1	-1.0
Lodging	-1.5	7.3
Food and Beverages	0.5	5.0
Away from Home	1.3	7.8
Entertainment		
TRAVEL PRICE INDEX	0.2	5.9
CONSUMER PRICE INDEX	0.2	4.7

Source: U.S. Travel Data Center and the U.S. Bureau of Labor Statistics

Overall transportation costs rose 1.7 percent in April and motor fuel, a component of transportation, showed the highest increase in April jumping 2.1 percent. Airline fares and intercity transportation also showed slight increases, while intracity public transportation costs were unchanged.

Entertainment also showed a sizeable increase, rising 1.3 percent in April. Food and beverages away from home posted a 0.5 increase in cost in April. The only decrease in travel costs occurred in lodging, which dropped 1.5 percent.

Over the past 12 month period, the TPI rose 5.9 percent, influenced by a 11.5 percent jump in airline fares and a 7.3 percent increase in lodging. Motor fuel, however, dropped 1 percent over the last 12 months.

March Travel Increases 5 Percent

Despite a 6.2 percent annual increase in travel costs in March 1990, total travel grew nearly five percent during the month with more than 87 million person-trips recorded

according to the Data Center's latest National Travel Survey (NTS) results. (A person-trip measures each person traveling 100 miles or more away from home.)

Much of the growth can be attributed to a strong business travel segment, more than 17 million person-trips for the month. Pleasure travel, however, remained most popular, accounting for 67 million person-trips. Vacation travel volume dipped slightly to 52.4 million person-trips from 52.9 in March 1989.

Air person-trips dropped more than 1 percent, while automobile travel rose more than 2 percent. The average round-trip distance for air travel rose to 2420 miles, up from 2000 miles in March 1989, consistent with the increase in air passenger-miles reported by the Air Transport Association.

The average duration of a trip in March increased slightly to 3.7 nights, up from 3.5 nights in March 1989. Air travel showed the greatest increase in duration jumping from 5 nights last March to 5.7 nights this year.

Overall round-trip distances increased from 880 round-trip miles in March 1989 to 950 round-trip miles this March. Vacation travel was slightly longer, averaging 1100 round-trip miles in March.

Travel to the Northeast Region surged to 16.9 million person-trips in March 1990. Travel to the Great Lakes and Southeast Regions remained strong, as well. The Midwest showed a decline in travelers for the first three months of 1990.

Hotel/motel accommodations were used during 42 million person-trips in March. The average duration in hotels/motels, however, dropped from 3.9 nights in March 1989 to 3.7 nights in March 1990, as travelers continue to take more frequent but shorter hotel/motel trips.

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TRAVEL PRINTOUT reports on Data Center projects, national travel research conducted by other organizations and trends in the U.S. Travel Industry. Subscriptions are \$75 per year; Foreign countries, \$80 per year, payable in U.S. funds. ISSN: 0744-6233.

Overall Travel Prices Decrease in May

For the first time in four months, the overall cost of travel in the United States declined. The decrease, 0.1 percent, was largely due to the drop in lodging prices, according to the Data Center's latest Travel Price Index (TPI).

Travel Price Index and Components

May 1990 TPI Component	Monthly % Change April 1990 to May 1990	Annual % Change May 1989 to May 1990
Transportation	1.0	2.5
Airline Fares	0.5	11.9
Other Intercity Trans.	0.1	2.1
Intracity Public Trans.	0.3	6.2
Motor Fuel	1.4	4.2
Lodging	-1.7	6.4
Food and Beverages		
away from home	0.4	5.0
Entertainment	0.1	8.2
TRAVEL PRICE INDEX	0.1	5.2
CONSUMER PRICE INDEX	0.2	4.4

Source: U.S. Travel Data Center and the U.S. Bureau of Labor Statistics

The TPI, which measures seasonally unadjusted changes in the cost of travel in the U.S. dropped to 132.9 (1982 = 100) during May.

For comparison, the overall cost of all goods and services Americans purchase, as measured by the Consumer Price Index (CPI), rose 0.2 percent to 129.2.

The decrease in overall travel costs was the first since December. Lodging prices showed the only decrease in May, but it was substantial enough, at -1.7 percent, to drop the TPI. For the second straight month lodging prices showed the only decrease in the TPI. Overall transportation costs rose 1.0 percent in May. Motor fuel, a component of transportation, showed the greatest increase at 1.4 percent. Airline fares, intercity transportation and intracity public transportation also showed slight increases.

Entertainment also showed a slight increase, rising 0.1 percent in May, and food and beverages away from home showed a 0.4 increase in cost for the month.

Over the past 12 month period, the TPI rose 5.2 percent, influenced by a 11.9 percent jump in airline fares and a 8.2 percent increase in entertainment costs. Even though lodging experienced the only decrease in cost in April, it still showed an increase of 6.4 percent over the last 12 months.

Visitor Volume at National Parks

Region	APR 1990 visits	% Change from APR 1989	Year to Date % Change 1990/89*
NEW ENGLAND	1,001,081	10.1%	-1.5%
MIDDLE ATLANTIC	2,177,783	-6.6	-9.1
SOUTH ATLANTIC	6,838,963	-8.2	-4.3
EAST SOUTH CENT.	1,483,127	-17.9	-23.6
EAST NORTH CENT.	416,308	22.7	4.3
WEST NORTH CENT.	489,077	2.7	0.9
WEST SOUTH CENT.	918,216	-11.1	-0.7
MOUNTAIN	2,934,230	6.4	3.1
PACIFIC	3,835,717	-2.7	-3.4
TOTAL	20,094,502	-4.5	-5.0

* Percent change figures may not be consistent with those previously reported due to National Park Service revisions.

Census regions: **New England:** Conn., Maine, Mass., N.H., R.I., Vermont. **Middle Atlantic:** N.J., N.Y., Penn. **S. Atlantic:** Del., District of Columbia, Fla., Ga., Md., N. C., S.C., Va., W. Va. **East South Central:** Ala., Ky., Miss., Tenn. **East North Central:** Ill., Ind., Mich., Ohio, Wis. **West North Central:** Iowa, Kan., Minn., Mo., Neb., N.D., S.D. **West South Central:** Ark., La., Okla., Texas. **Mountain:** Ariz., Colo., Idaho, Mont., Nev., N.M., Utah, Wyo. **Pacific:** Alaska, Calif., Hawaii, Ore., Wash.

TEIM Update

The Data Center's revision of the Travel Economic Impact Model (TEIM) is in its final stages of completion, according to Dr. William Fleming, manager of economic research.

The forecasting component, which enables the Data Center to make short-term and long-term predictions about travel volume and expenditures, will be completed this month. The model also has the capability to make projections of the economic impact of travel for the country, states, counties and metropolitan areas.

Undergoing expansion and improvement, the Data Center's Travel Economic Impact Model (TEIM) is a statistical model that provides annual estimates of travel-generated spending and its impact on national, state and local economies.

Following revision, the model will be a more effective and flexible tool for assessing the impact travel has on the economy.

For more information about the Travel Economic Impact Model (TEIM) and its capabilities, contact Dr. William Fleming, manager of economic research, at (202) 293-1040.

Discoveries...

Meetings & Conventions Magazine has released its 1990 Meetings Market report, a study that documents the activities of corporate and association meeting planners. Data from the report include the number of meetings planned, expenditures, destination selection and the types of

hotels used.

The study contains a twenty-two page summary and eighty pages of detailed tables. The cost is \$200. For more information contact Mary Concorso at (201) 902-1552.

"Discoveries" is a **Travel Printout** feature designed to give added exposure to all types of travel-related research. To submit your company's travel research projects, send a brief description of the report, including the price, address, and contact name, to **Travel Printout**, U.S. Travel Data Center, 1133 21st Street, Washington, D.C., 20036.

News from the Data Center

In order to better serve Data Center members and subscribers, **Travel Printout** will begin and continue to publish the most up-to-date statistics available in the Travel Price Index (TPI), Current Travel Indicators (CTI) and the Visitor Volume at National Park's series.

The latest statistics covering TPI, Current Travel Indicators and Visitor Volume at National Parks are published on pages 3 and 5. The previous month's figures are located on pages 4 and 6. If you have any questions or comments contact Scott Dring at (202) 293-1040.

USTDC REPORTS TO BE RELEASED IN JULY

The 1989-90 Economic Review of Travel in America, the basic reference on the role of travel activity and the travel industry in the American economy, is in the final stages and will be released in late July.

The 100-page review contains charts, tables, maps and narrative on such things as the regional travel patterns and travel price inflation. The price for the report is \$60.

In addition, the 1989 National Travel Survey Full Year Reports will also be released in late July.

The two reports are *The 1989 Executive Briefing*, which wraps up travel in 1989 with a review of the events that shaped the market place. It sells for \$145.00. *The 1989 Travel Market Close-up* contains detailed tabulations covering the preferences and characteristics of important market segments and sells for \$145.00. Both publications can be ordered for \$265.

All publications will be sent free to Data Center members.

Visitor Volume at National Parks			
Region	MAR 1990 visits	% Change from MAR 1989	Year to Date % Change 1990/89*
NEW ENGLAND	440,419	-10.7%	-11.0%
MIDDLE ATLANTIC	1,434,238	-11.8	-5.6
SOUTH ATLANTIC	5,329,737	-3.9	-1.7
EAST SOUTH CENT.	1,233,465	-23.4	-26.2
EAST NORTH CENT.	261,533	7.5	-4.6
WEST NORTH CENT.	302,985	-8.0	-0.4
WEST SOUTH CENT.	797,364	-2.3	6.1
MOUNTAIN	2,284,856	0.1	2.6
PACIFIC	3,074,565	-4.1	3.5
TOTAL	15,159,162	-6.2	-2.9

* Percent change figures may not be consistent with those previously reported due to National Park Service revisions.

Census regions: New England: Conn., Maine, Mass., N.H., R.I., Vermont. Middle Atlantic: N.J., N.Y., Penn. S. Atlantic: Del., District of Columbia, Fla., Ga., Md., N. C., S.C., Va., W. Va. East South Central: Ala., Ky., Miss., Tenn. East North Central: Ill., Ind., Mich., Ohio, Wis. West North Central: Iowa, Kan., Minn., Mo., Neb., N.D., S.D. West South Central: Ark., La., Okla., Texas. Mountain: Ariz., Colo., Idaho, Mont., Nev., N.M., Utah, Wyo. Pacific: Alaska, Calif., Hawaii, Ore., Wash.

Current Travel Indicators - 1989-90

	Month	Value	Units	Percent Change		
				Last Month	Year Ago	Year To Date
Establishment Receipts or Retail Sales						
Hotels, Motels, Other Lodging Places(1)...	APR	\$ 5,417	million	-5.1	5.3	8.4
Eating and Drinking Places(2).....	APR	\$15,007	million	-1.1	10.6	6.9
Gasoline Service Stations(2).....	APR	\$ 9,803	million	-1.9	6.7	10.7
Commercial Lodging Demand						
Hotel/Motel Occupancy Rates(3).....	APR	63.2	percent	-2.6	-0.5	2.2
Real Demand for Commercial Lodging(4)....	APR	63.9	million	-3.8	2.9	4.3
Airline Passenger Traffic (5)						
Domestic Revenue Passenger-Miles.....	APR	26.9	billion	-5.8	6.3	4.2
Int'l Revenue Passenger-Miles.....	APR	8.8	billion	-1.6	21.0	20.4
Rail Passenger Traffic (7)						
Amtrak Passenger-Miles.....	APR	543.1	million	0.1	9.4	2.6
Travel Price Index (1982 - 84 = 100) (8).....						
	APR	133.1		0.2	5.9	6.6
Public Use of National Parks (11)						
Visits.....	APR	20,094,502		32.6	-4.5	-5.0
Overnight Stays.....	APR	1,058,482		50.8	14.1	5.0
Foreign Arrivals to the U.S.						
From Canada(13).....	APR	1,463,760		-1.3	17.8	13.8
U.S. Citizen Departures						
To Canada(13).....	APR	669,694		18.6	12.6	3.6
Domestic Demand for Gasoline						
Barrels/Day(14).....	APR	7,116	thousands	-2.9	-0.5	-0.5

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October 16-17, 1990

For more information call the Data Center: 202/293-1040

Current Travel Indicators - 1989-90

	Month	Value	Units	Percent Change		
				Last Month	Year Ago	Year To Date
Establishment Receipts or Retail Sales						
Hotels, Motels, Other Lodging Places(1).....MAR		\$ 5,707	million	4.4	8.7	9.6
Eating and Drinking Places(2).....MAR		\$15,258	million	7.5	12.4	5.9
Gasoline Service Stations(2).....MAR		\$10,007	million	6.4	13.1	11.3
Commercial Lodging Demand						
Hotel/Motel Occupancy Rates(3).....MAR		64.9	percent	1.4	1.7	3.1
Real Demand for Commercial Lodging(4).....MAR		66.5	million	9.0	5.0	4.8
Airline Passenger Traffic (5)						
Domestic Revenue Passenger-Miles.....MAR		28.5	billion	20.4	4.1	3.5
Int'l Revenue Passenger-Miles.....MAR		8.9	billion	25.8	21.4	20.2
Highway Traffic Volume (6)						
Rural Arterial Passenger-Miles.....MAR		43.5	billion	21.7	2.6	4.2
Rail Passenger Traffic (7)						
Amtrak Passenger-Miles.....MAR		542.8	million	32.4	3.5	0.1
Travel Price Index (1982 - 84 = 100) (8).....MAR						
		132.8		1.5	6.2	6.8
U.S. Resident Travel						
Total Person-trips(9).....MAR		87.8	million	30.9	4.9	5.6
Vacation Person-trips(9).....MAR		52.4	million	28.1	-1.0	4.7
Total Person-nights(10).....MAR		325.0	million	27.5	n/a	n/a
Vacation Person-nights(10).....MAR		220.0	million	25.0	n/a	n/a
Public Use of National Parks (11)						
Visits.....MAR		15,159,162		41.4	-6.2	-2.9
Overnight Stays.....MAR		702,128		52.6	-8.2	-0.5
Foreign Arrivals to the U.S.						
From Overseas(12).....FEB		925,044		-8.3	11.1	12.9
From Canada(13).....MAR		1,483,060		58.2	6.1	12.2
From Mexico(12).....FEB		72,738		-9.6	20.9	8.6
U.S. Citizen Departures						
To Overseas(12).....DEC		1,229,400		18.5	4.3	1.9
To Canada(13).....MAR		564,873		25.0	-3.3	-0.2
Domestic Demand for Gasoline						
Barrels/Day(14).....MAR		7,366	thousands	3.3	-0.7	-0.1

(1) Source: Smith Travel Research, seasonally adjusted. (2) Preliminary; revised monthly. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted, 1986 and 1987 data have been revised. (4) Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: Air Transport Association. (6) Preliminary; revised monthly. Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) U.S. Travel Data Center. Data is not comparable to earlier published numbers due to revised methodology. (11) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (12) Source: U.S. Travel and Tourism Administration. Mexican data reflect 194 arrivals only. (13) Statistics Canada. (14) Preliminary; Source: U.S. Department of Energy.

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